常用商务谈判:商务谈判实例(三) PDF转换可能丢失图片或格式,建议阅读原文

https://www.100test.com/kao_ti2020/151/2021_2022__E5_B8_B8_ E7_94_A8_E5_95_86_E5_c85_151144.htm Dan上回提议前半年 给他们二成折扣,后半年再降为一成半,经Robert推翻后 , Dan再三表示让步有限。您知道Robert在这折扣缝隙中游走 ,如何才能摸出双方都同意的数字呢?他从锦囊里又掏出什 么妙计了呢?请看下面分解: R: How about 15% the first six months, and the second six months at 12%, with a guarantee of 3000 units? D: That 's a lot to sell, with very low profit margins. R: It 's about the best we can do, Dan. (pause) We need to hammer something out (敲定) today. If I go back empty-handed, I may be coming back to you soon to ask for a job. (smiles) D: (smiles) O.K., 17% the first six months, 14% for the second?! R: Good. Let 's iron out (解决) the remaining details. When do you want to take delivery (取货) ? D: We 'd like you to execute the first order by the 31st. R: Let me run through this again: the first shipment for 1500 units, to be delivered in 27 days, by the 31st. D: Right. We couldn 't handle much larger shipments. R: Fine. But I' d prefer the first shipment to be 1000 units, the next 2000. The 31st is quite soon ---- I can 't guarantee 1500. D: I can agree to that. Well, if there 's nothing else, I think we 've settled everything. R: Dan, this deal promises big returns (赚大钱) for both sides. Let 's hope it 's the beginning of a long and prosperous relationship. 100Test 下载频 道开通,各类考试题目直接下载。详细请访问 www.100test.com